

WAIS INC.

**WAISSagent for Publishers
Demonstration**

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415.356.5400 • frontdesk@wais.com

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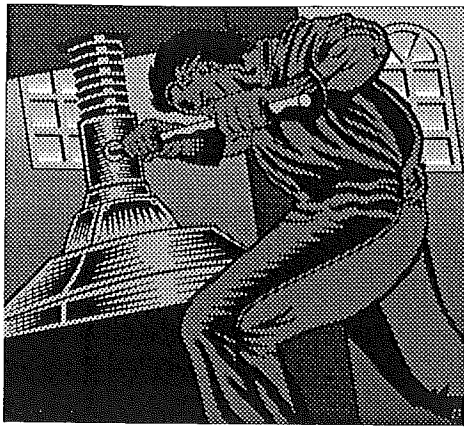
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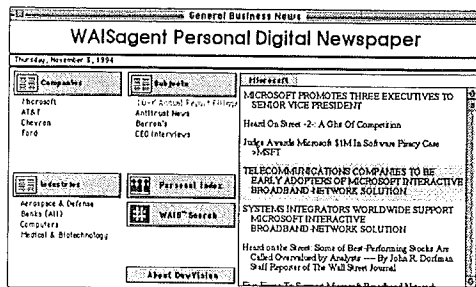
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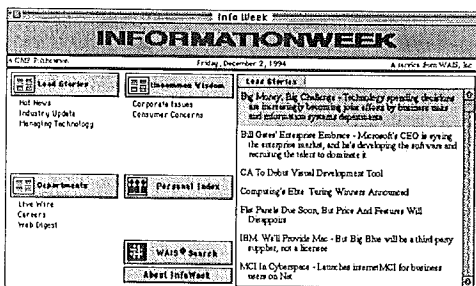
W AISagent for Publishers

Reach More Customers with Customized Electronic Presentation and Delivery of Your Content



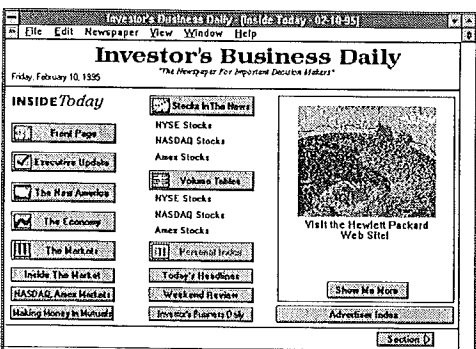
W AISagent for Publishers is software for publishers who are using the W AISserver to make their content available online. In addition to offering readers access to content via the Internet, W AISagent lets you deliver content in a graphical, "branded" format. The W AISagent will also allow your customers to create their own Personal Digital Newspapers (PDNs) using your content.

W AISagent for Publishers gives you another way to attract customers electronically—now you can reach users who may not have the time or inclination to access your information themselves on a daily or weekly basis.



Instant "Branded" Electronic Publications

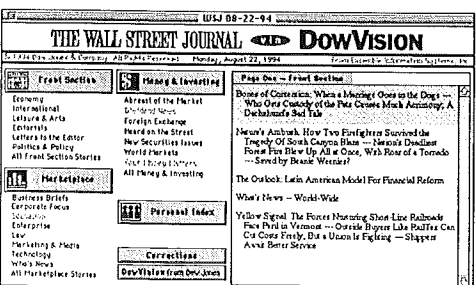
The W AISagent software is client software that works with the W AISserver. The W AISserver organizes and categorizes content, and the W AISagent presents and delivers it via email. After the content is "coded" by the W AISserver, it can be presented in the W AISagent graphical format of three major topics, with 4 sub-topics under each topic. The W AISagent allows you to recreate your publication in a customized, easy-to-use graphical format that appeals to the electronic readership.



Once your customers have installed W AISagent on their Windows or Macintosh computer, they can "subscribe" to your custom publication to have it delivered at set intervals via email.

Customer-Defined Publications

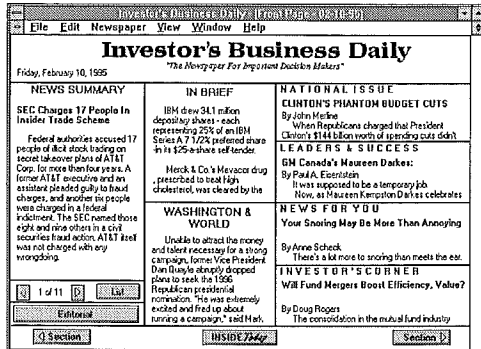
W AISagent also allows your customers to design their own Personal Digital Newspapers (PDNs), based on your content. This means that your customers can specify which categories of stories they want to see, how many they want to see, and when they want to see them. The PDN feature is another way you can offer content to an electronic readership: targetted news, delivered when they want it in an easy-to-read graphical format.



WorldWideWeb Link

W AISagent for Publishers also provides a "Get More Info" button that finds additional information on a subject. Users select a text string that they want more information on, and click on the Get More Info button. W AISagent for Publishers will take the text, automatically construct a query and link to a World Wide Web browser to display the results of the query. If users do not select any text prior to clicking on the Get More Info button, they are presented with a list of choices that are constructed from the meta-data in that particular story.

W AISagent for Publishers (continued)



W AISagent for Publishers Benefits

- W AISagent for Publishers allows you to reach customers who may not be technically inclined to "surf the net" for information—thus dramatically increasing the market potential of your content.
- The Personal Digital Newspaper feature helps busy customers access your content quickly and effortlessly, and helps them maximize its usefulness.
- The "Get More Info" feature pulls customers back to your W AIS Gate content on the Internet.

W AISagent Technical Specifications:

W AISagent for Publishers requires W AISserver Version 2.0.

W AISagent for Publishers' customers must have:

For Windows:

386 or higher PC
Windows 3.1 or later
3 megabytes of hard disk space
8 megabytes of RAM

Direct TCP Internet connection

For Macintosh:

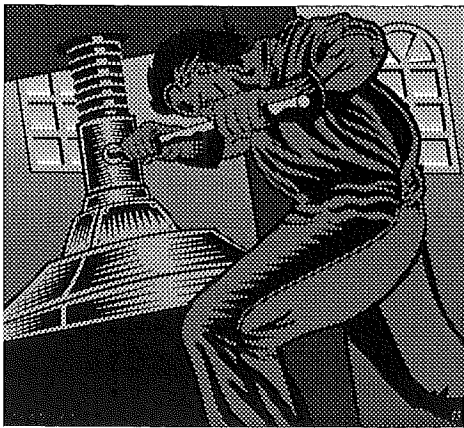
A Macintosh 68030 or higher computer
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2 megabytes of hard disk space
2 megabytes of RAM
a Powerbook-size screen or larger

Direct TCP Internet connection

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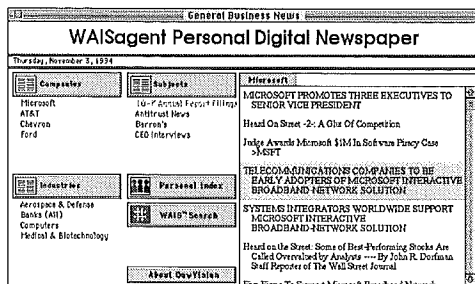
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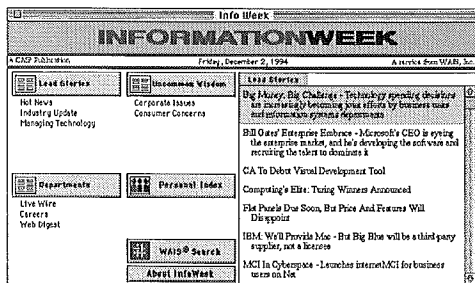
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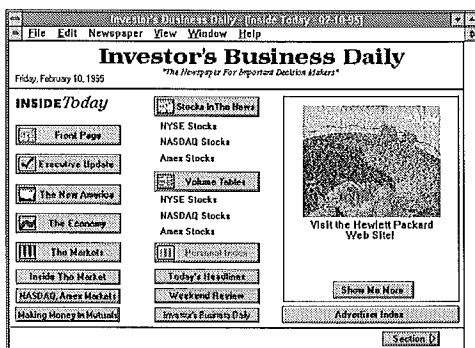
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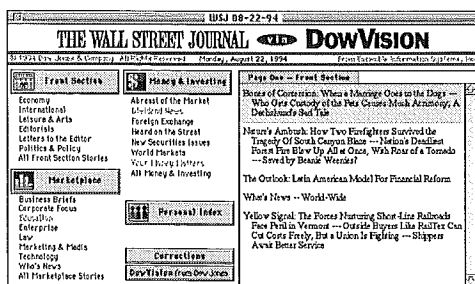
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Customer-Defined Publications

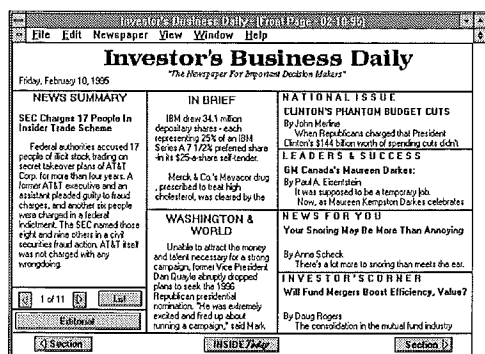
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W AISagent for Publishers (continued)



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For Macintosh:

A Macintosh 68030 or higher computer
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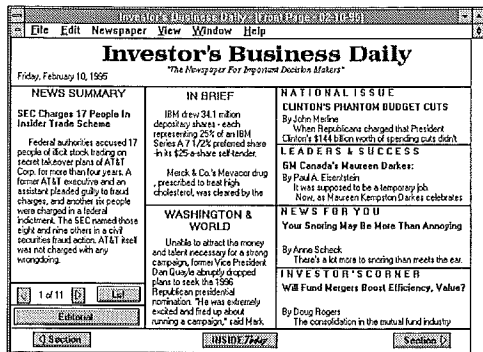
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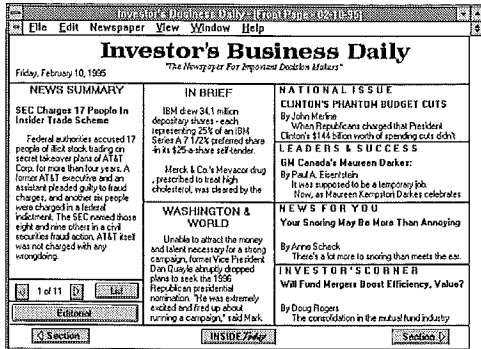
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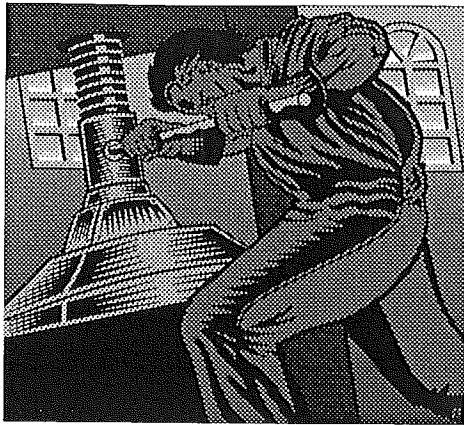
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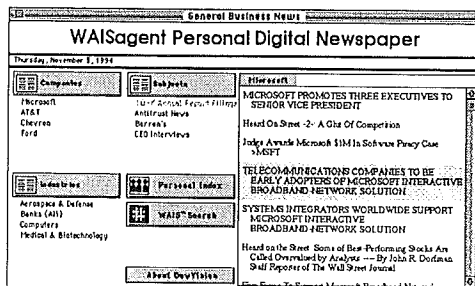
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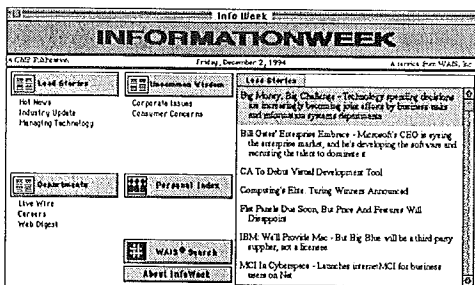
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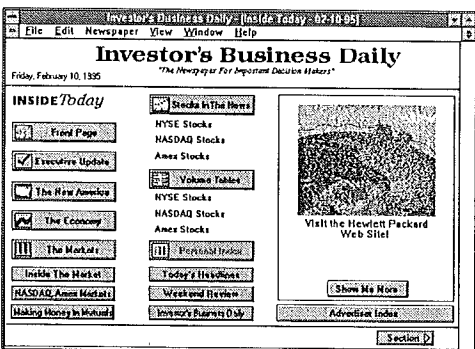
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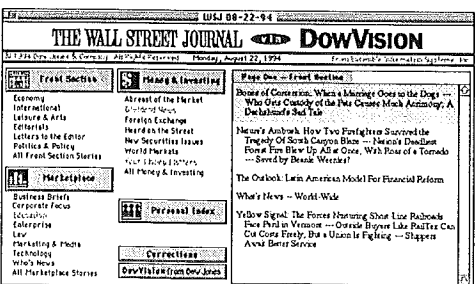
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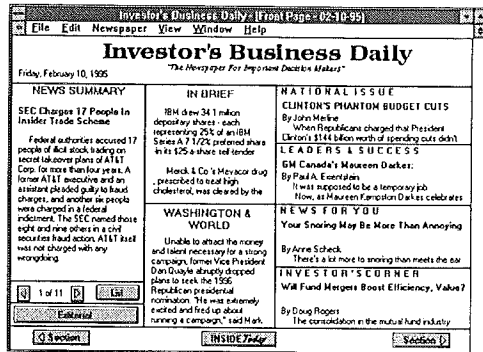
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File Edit Newspaper View Window Help		
Investor's Business Daily <small>The Newspaper For Important Business Decisions</small>		
Friday, February 10, 1995		
NEWS SUMMARY	IN BRIEF	NATIONAL ISSUE
SEC Charges 17 People In Insider Trade Scheme Federal authorities accused 17 people of stock trading on inside information in a series of trades over a period of more than four years. A former AT&T executive and an assistant pleaded guilty to bond charges, and another six people were charged in a federal indictment. The SEC named those eight and nine others in a civil securities fraud action. AT&T itself was not charged with any wrongdoing.	IBM down 34.1 million disposable shares - each representing 25% of an IBM Series A 7 1/8% preferred share in \$125-a-share sale tender. Hercules Co.'s Maycoz drug prescribed to treat high cholesterol, was chosen by the	CLINTON'S PHANTOM BUDGET CUTS By John McInerney When Republicans charged that President Clinton's \$144 billion worth of spending cuts didn't
	WASHINGTON & WORLD	LEADERS & SUCCESS
	Unable to attract the money and talent necessary for a strong campaign, former Vice President Dan Quayle sharply dropped plans to seek the 1996 Republican presidential nomination. "He was extremely excited and fired up about running a campaign," said Mark	ON Canada's Maureen Doherty: By Paula A. Greenstein It was supposed to be a temporary job. Now, as Maureen Kempston Doherty celebrates
		NEWS FOR YOU
		Your Smoring May Be More Than Annoying By Anna Schick There's a lot more to smoring than meets the eye.
		INVESTOR'S CORNER
		Wall Fund Managers Boost Efficiency, Value? By David Roper The consolidation in the mutual fund industry

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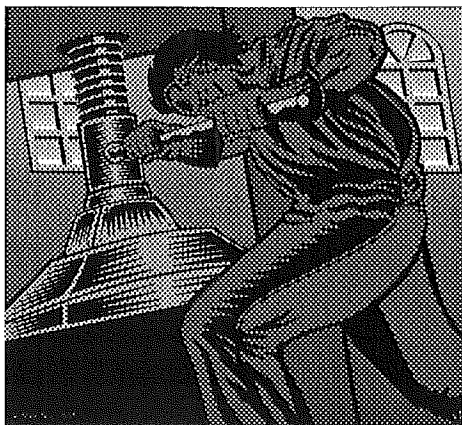
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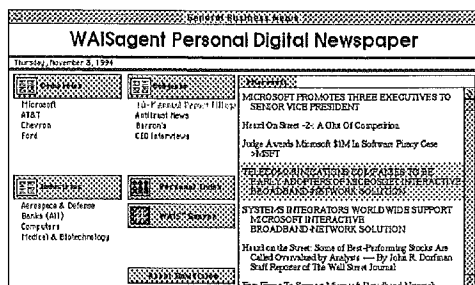
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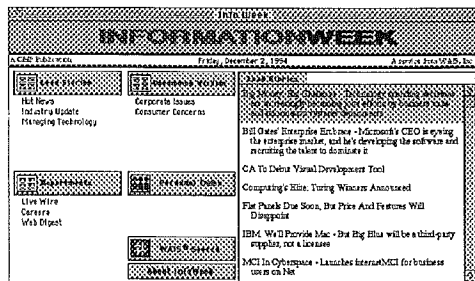
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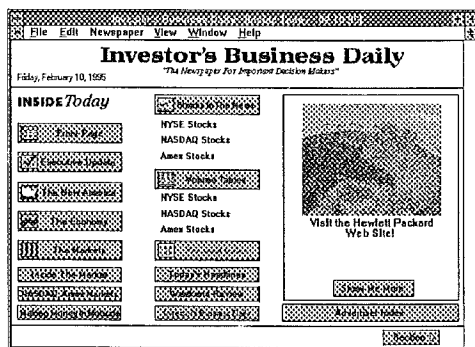
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